

U.S. Army 2005 MWR Leisure Needs Survey Results

**414th BSB - Hanau
Germany**

BRIEFING OUTLINE

414th BSB - Hanau

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

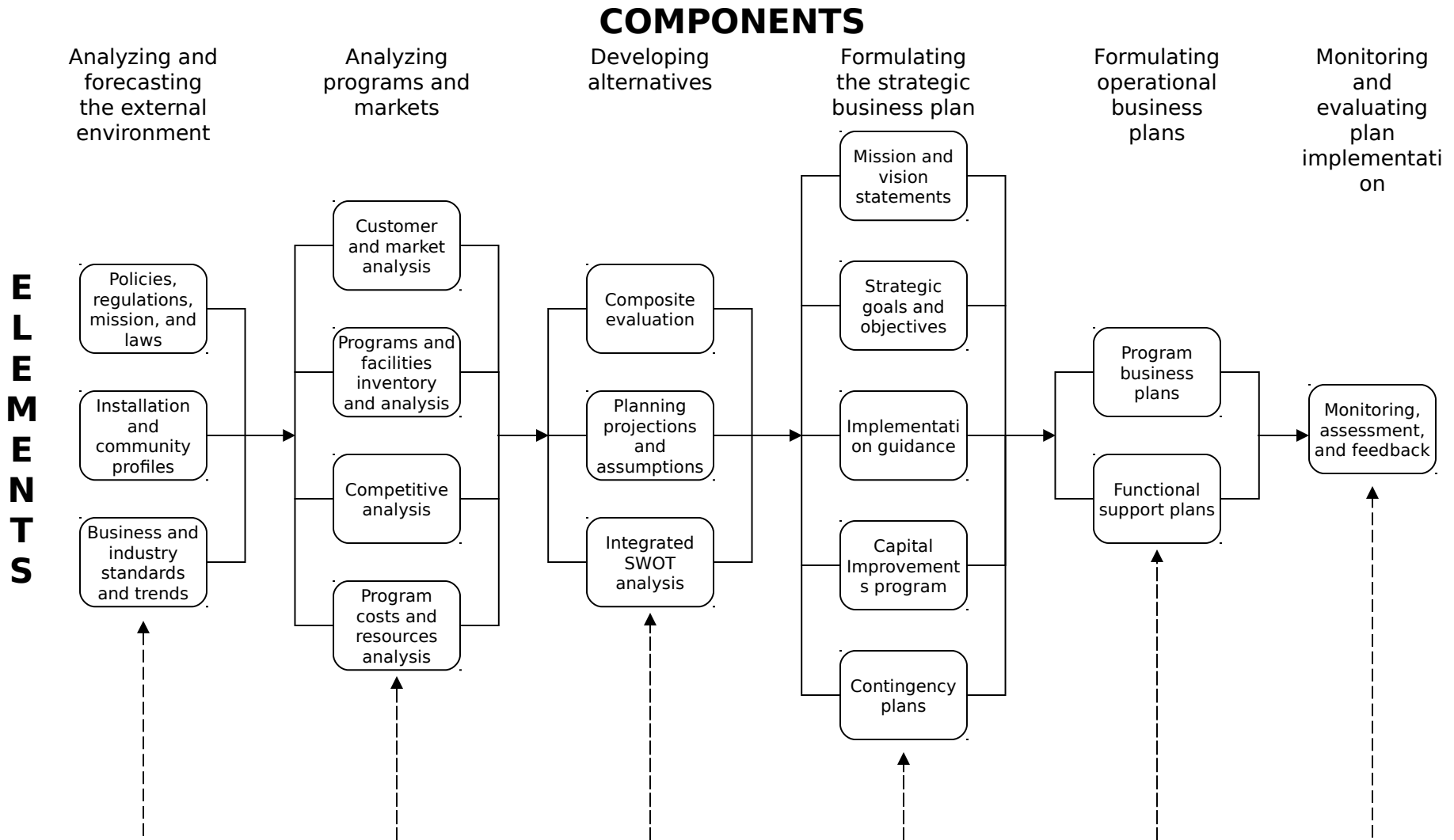
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 2,002 surveys were distributed at 414th BSB - Hanau



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
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Active Duty	4,200	1,182	118	9.98%	±8.89%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	820	820	110	13.41%	±8.69%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	5,020	2,002	228	11.39%	±6.34%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

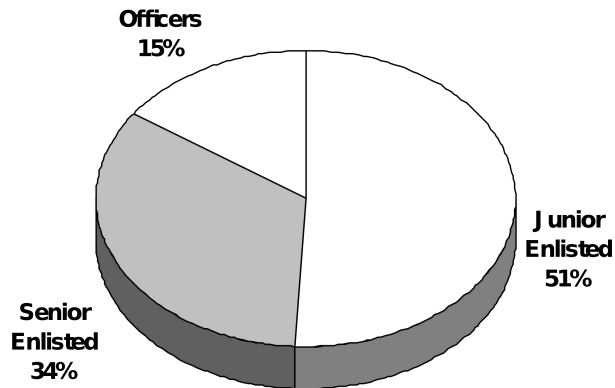
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

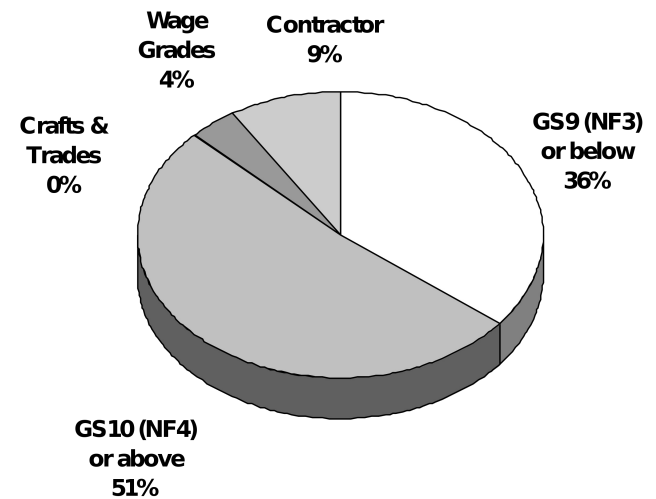
ACTIVE DUTY

(n = 112)



CIVILIANS

(n = 101)



* The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT 414th BSB - HANAU

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	82%
Library	62%
Bowling Center	55%
Bowling Food & Beverage	49%
Athletic Fields	40%

LEAST FREQUENTLY USED FACILITIES

School Age Services	9%
Youth Center	10%
Child Development Center	11%
BOSS	16%
Multipurpose Sports/Tennis Courts	21%

MWR PROGRAMS & FACILITIES: SATISFACTION AT 414th BSB - HANAU*

414th BSB - Hanau

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Automotive Skills	4.21
Library	4.17
Bowling Center	4.16
Bowling Food & Beverage	4.03
Athletic Fields	3.99

FACILITIES WITH LOWEST SATISFACTION RATINGS*

BOSS	3.40
Army Lodging	3.63
Youth Center	3.64
Recreation/Community Activity Ctr.	3.66
Child Development Center	3.71

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT 414th BSB - HANAU*

414th BSB - Hanau

FACILITIES WITH HIGHEST QUALITY RATINGS*

Library	4.07
Bowling Center	3.98
Automotive Skills	3.89
Bowling Food & Beverage	3.81
Child Development Center	3.80

FACILITIES WITH LOWEST QUALITY RATINGS*

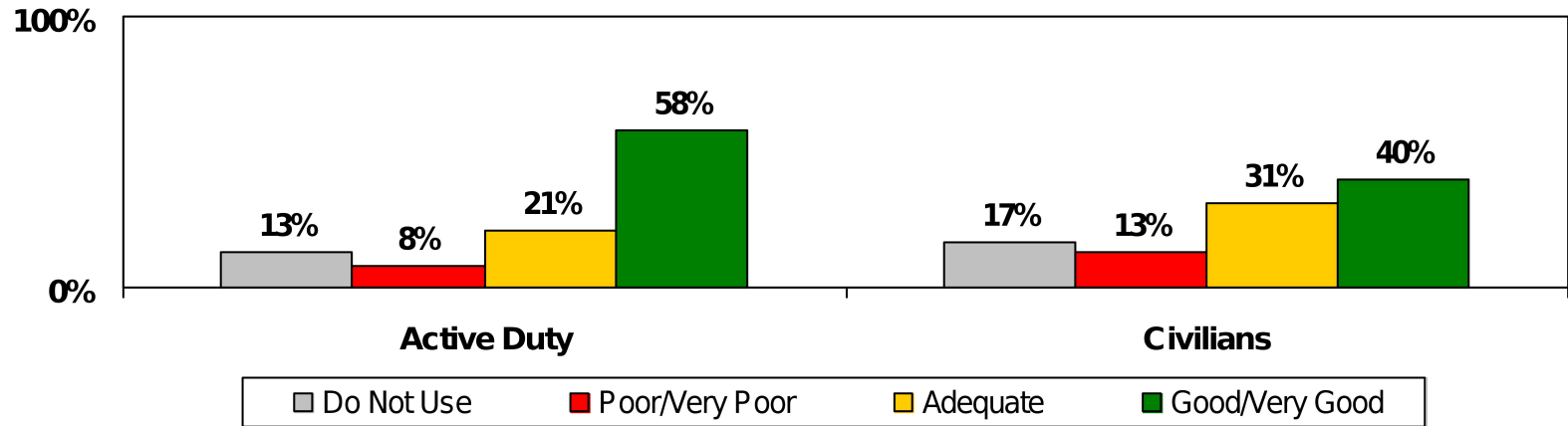
BOSS	3.31
Youth Center	3.42
Outdoor Recreation Center	3.54
Fitness Center/Gymnasium	3.63
Multipurpose Sports/Tennis Courts	3.67

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

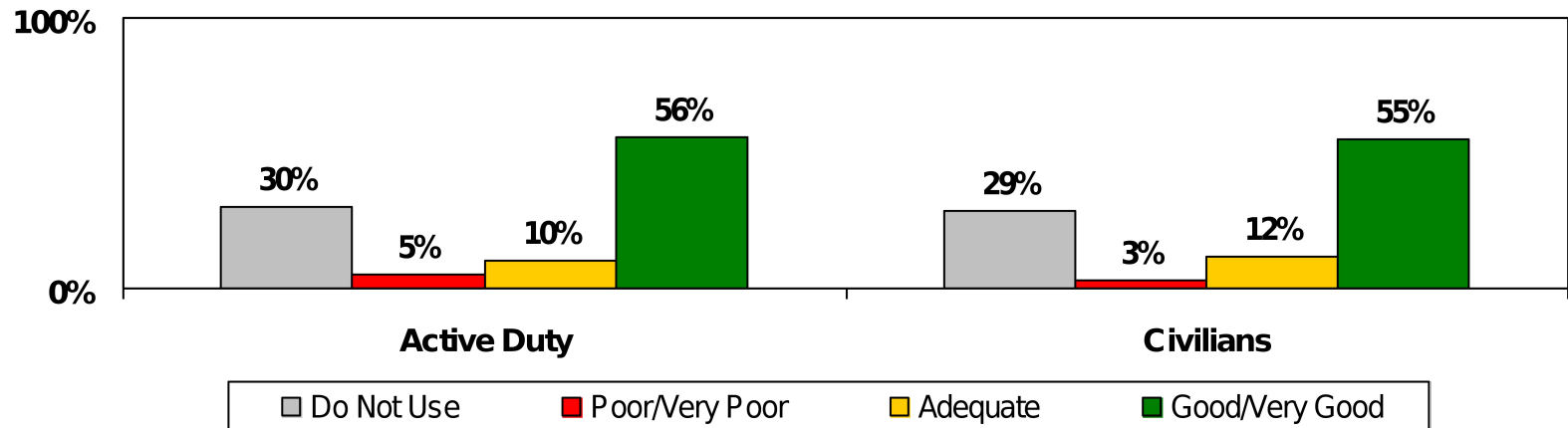
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



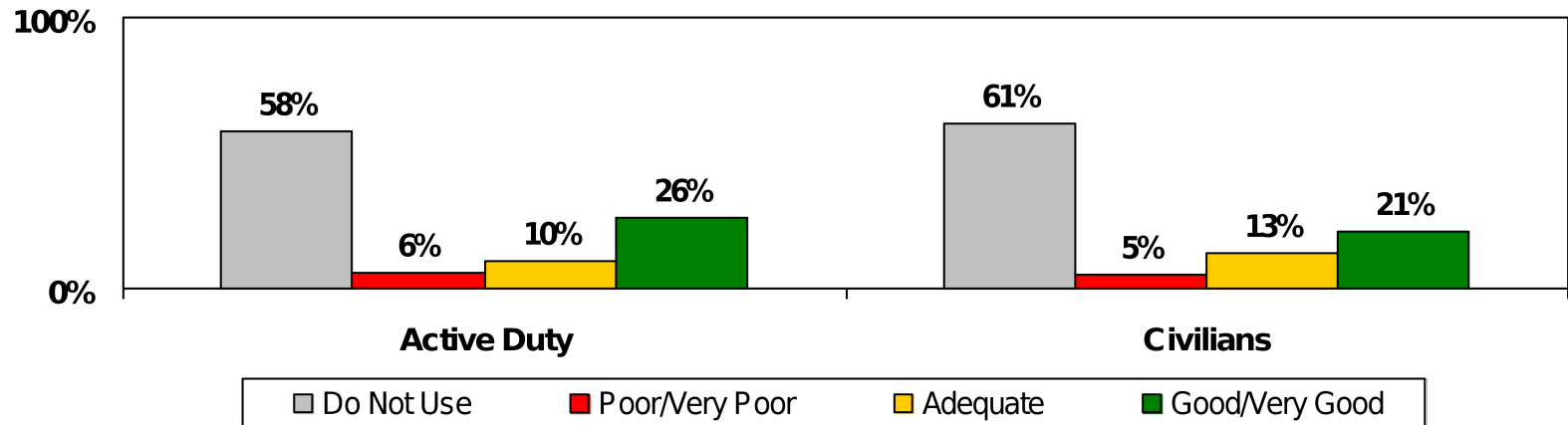
Quality of Off-Post Services



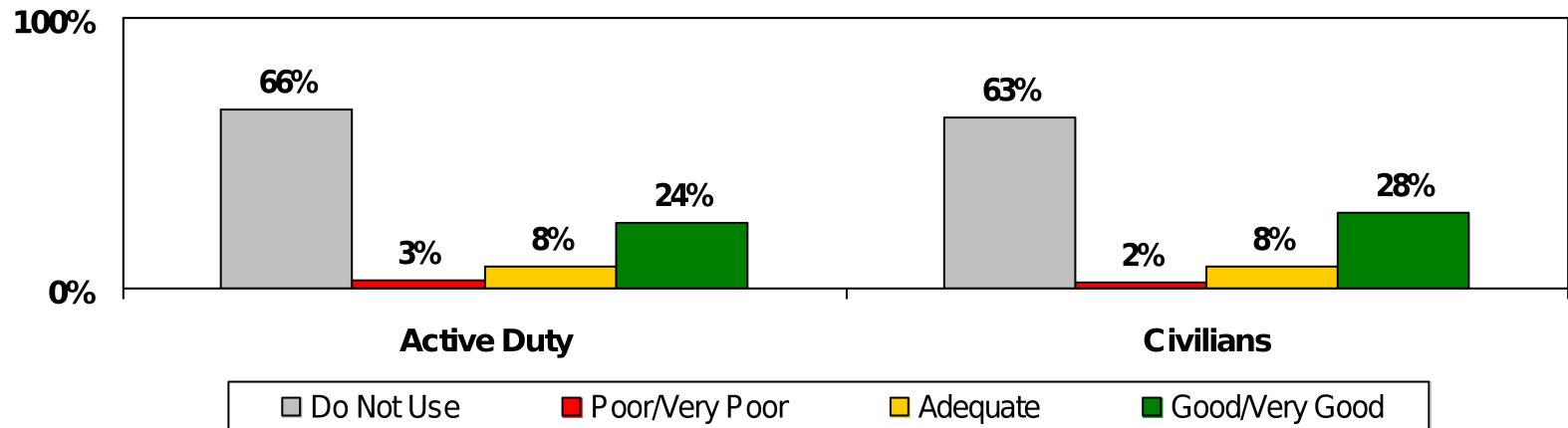
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



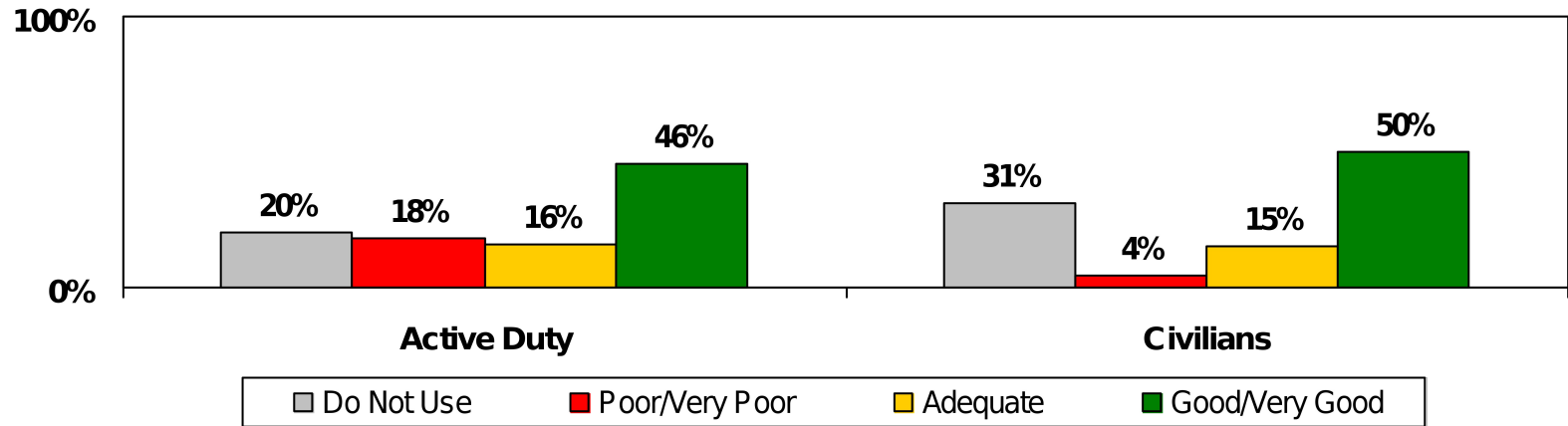
Quality of Off-Post Services



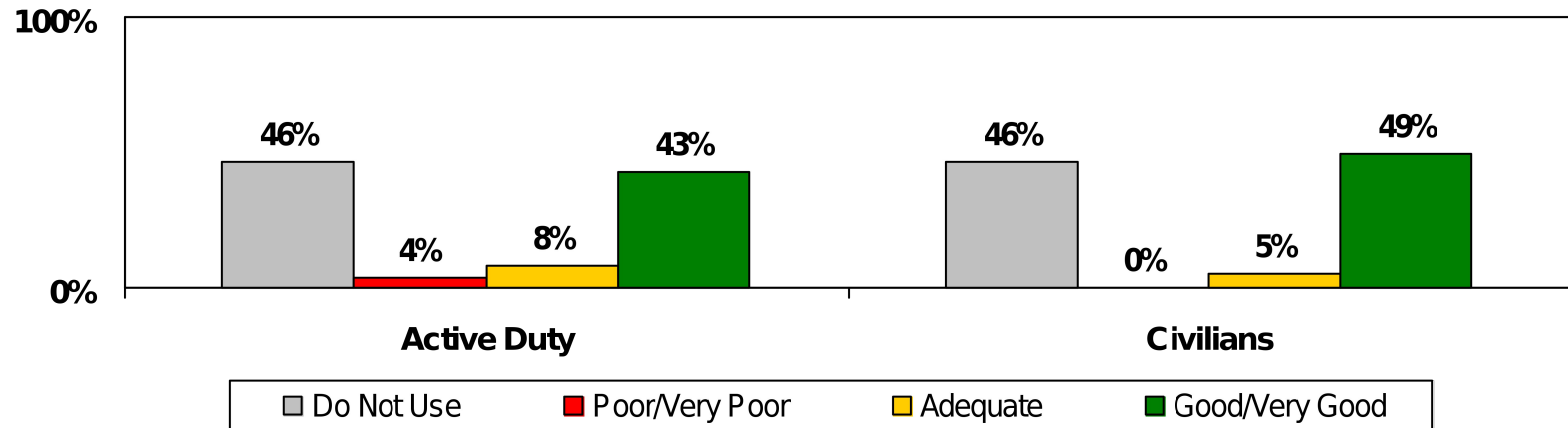
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

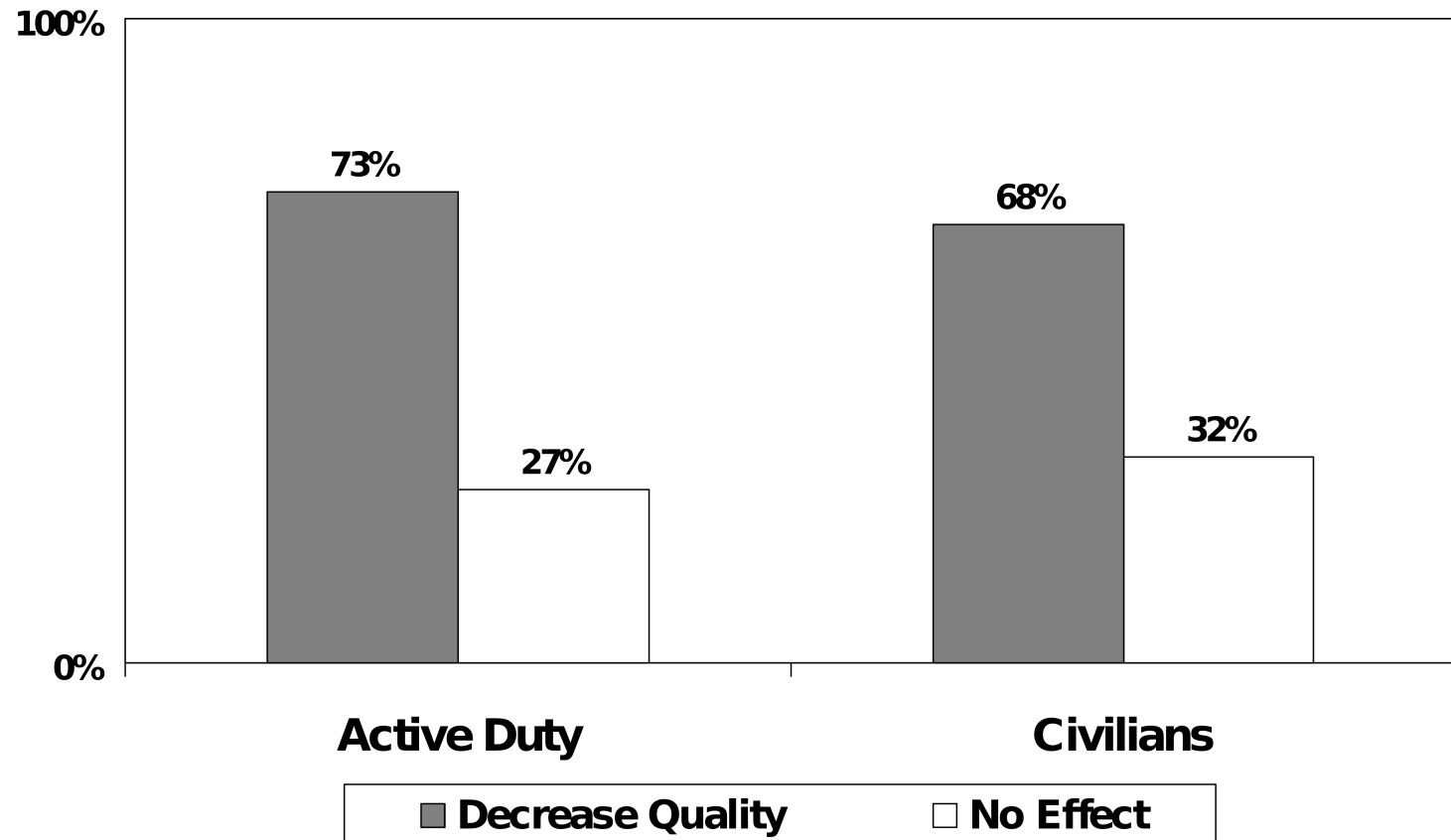


Quality of Off-Post Services



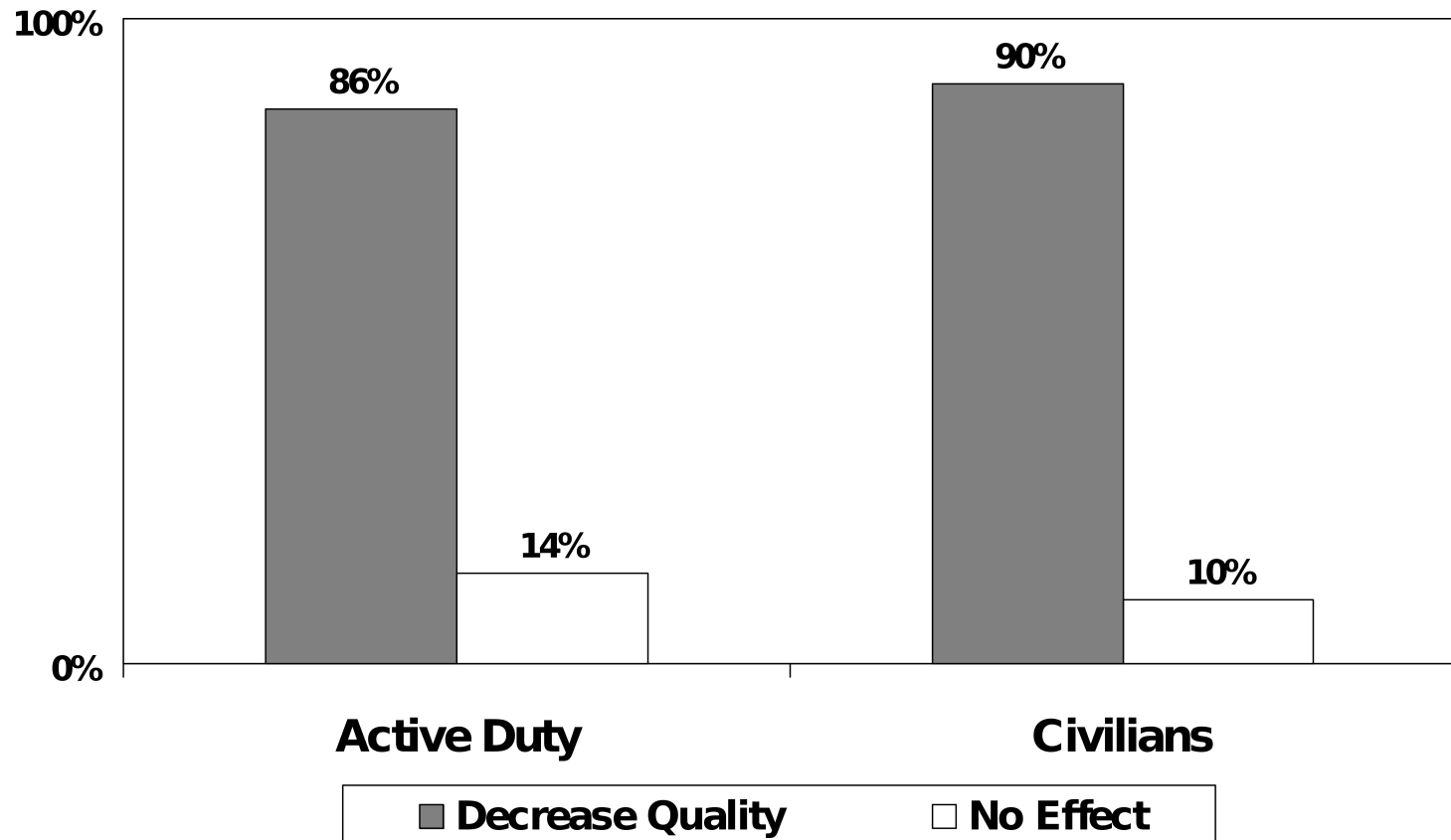
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	83%
Library	70%
Athletic Fields	58%
Army Lodging	55%
Bowling Center	47%
BOSS	44%
Automotive Skills	41%

RV Park	72%
Golf Course Pro Shop	63%
Golf Course	54%
Golf Course Food & Beverage	52%
Cabins & Campgrounds	47%
Arts & Crafts Center	47%
Bowling Pro Shop	45%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	32%	44%	34%
E-mail	25%	59%	30%
Friends and neighbors	38%	39%	38%
Family Readiness Groups (FRGs)	16%	2%	14%
Bulletin boards on post	43%	38%	42%
Post newspaper	24%	53%	29%
MWR publications	29%	53%	32%
Radio	31%	63%	36%
Television	40%	30%	38%
My child(ren) let(s) me know	6%	4%	6%
Other unit members or co-workers	29%	27%	28%
Unit or post commander or supervisor	21%	9%	19%
Marquees/billboards	11%	22%	13%
Flyers	31%	53%	35%
Other	4%	5%	4%
I never hear anything	12%	0%	10%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	80%
Better Opportunities for Single Soldiers	54%
Army Community Service	58%
MWR Programs and Services	77%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	59%	91%	9%
Outreach programs	56%	92%	8%
Family Readiness Groups	72%	85%	15%
Relocation Readiness Program	61%	100%	0%
Family Advocacy Program	69%	79%	21%
Crisis intervention	51%	96%	4%
Money management classes, budgeting assistance	62%	80%	20%
Financial counseling, including tax assistance	60%	91%	9%
Consumer information	38%	94%	6%
Employment Readiness Program	50%	89%	11%
Foster child care	41%	67%	33%
Exceptional Family Member Program	57%	88%	12%
Army Family Team Building	56%	88%	13%
Army Family Action Plan	48%	85%	15%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	54%
Personal job performance/readiness	54%
Unit cohesion and teamwork	48%
Unit readiness	53%
Relationship with my spouse	48%
Relationship with my children	53%
My family's adjustment to Army life	46%
Family preparedness for deployments	54%
Ability to manage my finances	46%
Feeling that I am part of the military community	48%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	81%
Helps minimize lost duty/work time due to lack of child care/youth services	89%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	88%
Allows me to work outside my home	93%
Allows me to work at home	63%
Offers me an employment opportunity within the CYS program	67%
Allows me/my spouse to better concentrate on my/our job(s)	88%
Provides positive growth and development opportunities for my children	88%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	69%
Personal job performance/readiness	63%
Unit cohesion and teamwork	61%
Unit readiness	50%
Ability to manage my finances	55%
Feeling that I am part of the military community	54%
Relationship with my children (single parents)	52%
My family's adjustment to Army life (single parents)	57%
Family preparedness for deployments (single parents)	62%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Reading	55%
Multi-media (videos, DVDs, CDs)	52%
Entertaining guests at home	47%
Internet access (library)	47%
Watching TV, videotapes, and DVDs	44%
Internet access/applications (home)	41%
Reference/research services	41%
Going to movie theaters	39%
Study/self development	39%
Night clubs/lounges	35%

Top 5 for Active Duty

Reading	53%
Multi-media (videos, DVDs, CDs)	52%
Internet access (library)	48%
Entertaining guests at home	44%
Watching TV, videotapes, and DVDs	43%

Top 5 for Civilians

Reading	65%
Entertaining guests at home	65%
Internet access/applications (home)	63%
Watching TV, videotapes, and DVDs	55%
Multi-media (videos, DVDs, CDs)	52%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	29%
Touch/flag football	22%
Softball	18%
Volleyball	15%
Soccer	14%

Outdoor Recreation

Bicycle riding/mountain biking	26%
Snow skiing/snowboarding	16%
Going to beaches/lakes	16%
Camping/hiking/backpacking	15%
Picnicking	13%

Social

Entertaining guests at home	47%
Night clubs/lounges	35%
Dancing	33%
Happy hour/social hour	24%
Special family events	18%

Sports and Fitness

Walking	34%
Running/jogging	32%
Bowling	31%
Weight/strength training	26%
Cardiovascular equipment	25%

Entertainment

Watching TV, videotapes, and DVDs	44%
Going to movie theaters	39%
Festivals/events	33%
Billiards/game room/video arcades	25%
Attending sports events	20%

Special Interests

Internet access/applications (home)	41%
Automotive maintenance & repair	26%
Automotive detailing/washing	24%
Computer games	20%
Digital photography	18%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	55%	N/A	55%
Multi-media (videos, DVDs, CDs)	52%	N/A	52%
Internet access (library)	47%	N/A	47%
Reference/research services	41%	N/A	41%
Study/self development	39%	N/A	39%
Going to movie theaters	30%	9%	39%
Watching TV, videotapes, and DVDs	30%	14%	44%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

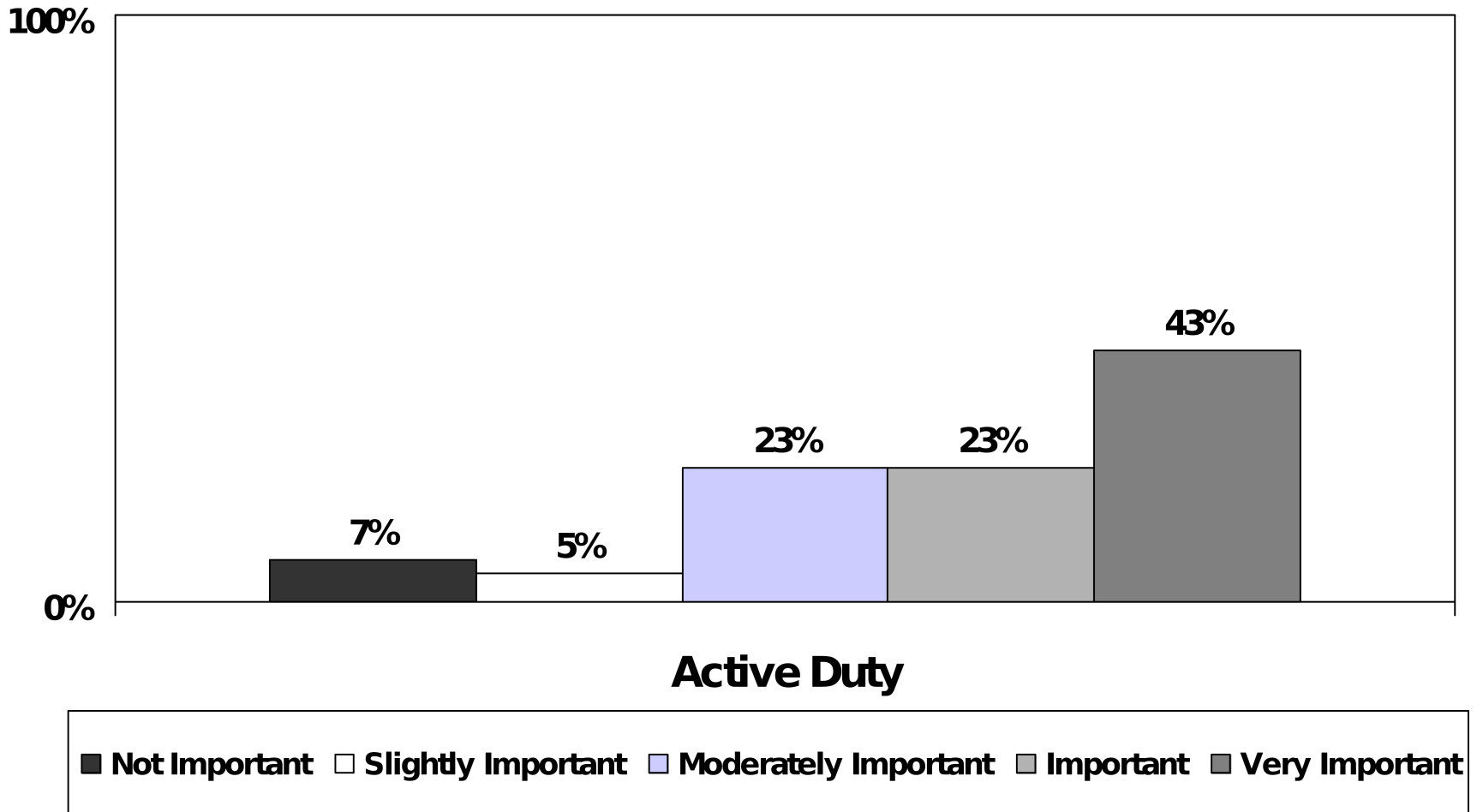
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	19%	1%	21%	41%
Automotive maintenance & repair	21%	4%	1%	26%
Automotive detailing/washing	15%	7%	2%	24%
Computer games	6%	0%	14%	20%
Digital photography	3%	3%	11%	18%
Gardening	4%	2%	11%	17%
Trips/touring	5%	11%	0%	16%

*Top 7 special interest activity preferences ranked by overall participation.

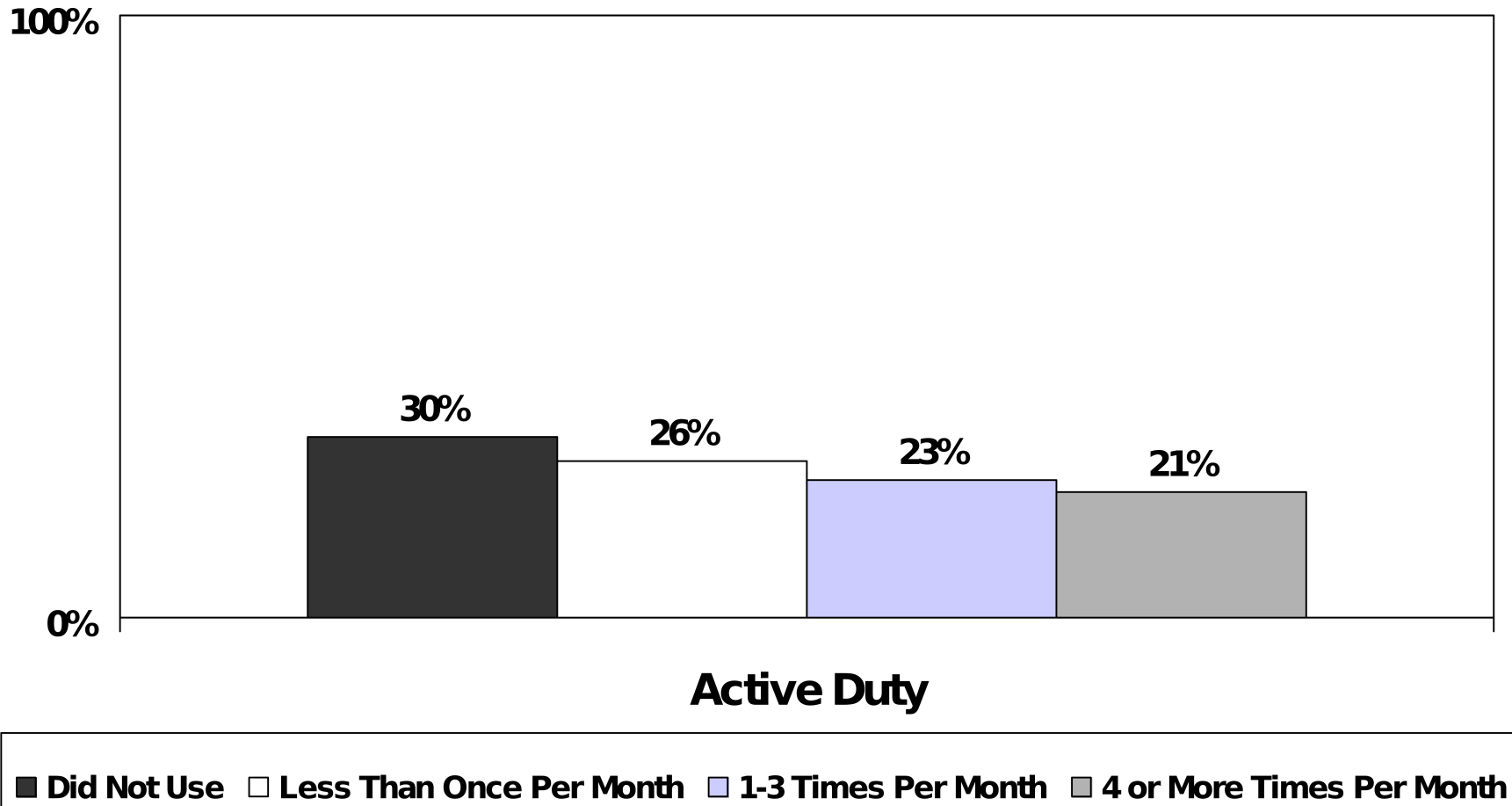
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	19%
Probably will not make military a career	18%
Undecided	28%
Probably will make military a career	15%
Definitely will make military a career	20%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)